

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
May 19, 2011**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Chris Bonbright	Whitley Court Partners
	Neelura Bell	CRA/LA
	Michael Gargano	Argent Ventures, LLC
	David Green	Nederlander Organization
	Nathan Korman	NBK, LLC
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, LP
Directors Absent	Jim McPartlin, Secretary	W Hotel Hollywood
	Ron Radachy, Vice President	Oasis of Hollywood
	Frank Stephan, Treasurer	The Clarett Group
	Greg Angelo	Metro
	Captain Beatrice Girmala	LAPD
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Don Mushin	Toyota of Hollywood
	Louis Pelliccia	The Kress
	Tej Sundher	Hollywood Wax Museum
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Jeff Rouze	HPOA
	Devin Strecker	HPOA
Guests	Grant King	CHNC

I. Call to Order

The meeting was called to order by Board President Thaddeus Smith at 4:10 p.m.

II. Public Comment

Grant King was in attendance representing the Central Hollywood Neighborhood Council.

Gargano reported that Capitol Plaza is currently going through the CEQA process and had a scoping session last week. The basic concept of the project remains the same, however they are exploring various types of uses and design concepts for the project, as they seek public input.

III. Approval of Minutes

The board reviewed the minutes from the previous meeting. **It was moved by Chris Bonbright, seconded by John Tronson and CARRIED to approve the Minutes from April 21, 2011.**

IV. Treasurer's Report

A. Treasurer's Report for April 2011

Morrison reported on behalf of Frank Stephan. A detailed budget and cash flow statement was presented to the board. Based on current projections, there is approximately \$300,000 remaining as cash on hand by the end of the year. **It was moved by Chris Bonbright, seconded by Galo Medina and CARRIED to approve the Treasurer's Report for April 30, 2011.**

V. Committee/Activity Reports

A. Hollywood Facelift Working Group

1. CRA Commercial Property Enhancement Program (CPEP): Morrison reported that CRA's Commercial Property Enhancement Program and the DWP's lighting grant programs will greatly enhance the Facelift Initiative. The Board discussed various strategies to help encourage property owners to participate in the initiative including: showcasing a demonstration project; using upcoming events to encourage property owners to participate in the program, such as Pow-Wow; or hosting a cocktail party to celebrate the signed contracts after the annual meeting in July.

Neelura Bell reported that she is expecting CPEP to go to the commission next Wednesday and to City Council on June 3. The DWP lighting component is a way for property owners to obtain an additional \$15,000 towards lighting improvements. CRA is administering the program for DWP, however DWP will approve the work. Bell expects the grant program to be up and running by early summer.

2. Report from consultant: Jeff Rouze reported on his work compiling the vendor list for the Facelift Initiative. He has been meeting with representatives from painting, awning, and graffiti removal/prevention companies and has been researching historic photos of the district. Rouze presented an early draft of the Preferred Vendors Booklet which he is putting together. Morrison stressed that to be included in the brochure; vendors will have to offer a specific discount for our property owners. Lastly, Rouze reported that Sherwin Williams is creating a color marketing brochure specifically for the project.

3. Retail Smart Guys seminar: Morrison reported on the Retail Marketing Seminar that was recently organized by the BID and offered to the mid-BID properties. The hour-long seminar

featured Dan Jablons, from Retail Smart Guys, and included tips on merchandising, marketing and customer service do's and don'ts. Jablons followed the seminar with individual, in-store meetings with business owners. Smith added that he felt it was very successful as a first-time program and that Jablons had ideas to help stores increase sales without spending money. Based on the positive response from the first presentation, Morrison recommended hosting a second seminar for all BID stakeholders. A date will be announced at the June meeting.

B. Security Committee

1. Cahuenga Corridor Collaborative Valet: Tronson reported that the committee is working on the issues in the Cahuenga Corridor and an RFP will be sent out to valet parking companies in order to find one company to serve the entire block between Selma and Hollywood Blvd. Morrison added that the RFP is currently being reviewed and will be sent out next week, with the goals of finding a provider to give superlative customer service at an affordable rate for customers. As a result, they are foregoing asking for any compensation back from the valet company.

2. W Metro Plaza (XYZ Plaza): Morrison said the activation will occur the first week in June with the hot dog cart, tables and chairs being placed on the plaza. Morrison explained that the area is complicated to due jurisdictions of the Sherriffs, LAPD, W Hotel Security and BID Security, but that the W has offered space for a substation which the Sherriff is interested in.

3. Hollywood Safe Sidewalks Campaign: Mariani reported that 100 signs and 10,000 business cards are being printed that advise tourists that they are not obligated to tip any street characters or CD vendors. The signs and cards will be distributed to merchants and tour operators this summer, along with a webpage with all the pertinent information relative to the campaign.

4. Illegal vending task force: Tronson stated that the city is planning a major crackdown on illegal vending this summer and asked the Board to consider donating \$5,000 to the City of Los Angeles to assist with overtime costs associated with weekend/late night street use enforcement during the summer. Morrison said that the rest of the funds will be donated by Garcetti's office.

It was moved by John Tronson and seconded by Galo Medina to grant \$5,000, from security contingency funds, to the City of Los Angeles for the purposes of paying inspectors for this summer to curb illegal vending. The motion carried unanimously.

C. Streetscape Committee

1. East Cahuenga Corridor Alley: MacPherson reported that construction of the alley and storm drains is underway. The curbs, pavers, and grease interceptor are scheduled to be installed within the next six weeks.

2. Trash receptacle refurbishment: Mariani said the last load of refurbished trash cans was delivered on Monday. The entire project, including the repair of most latches, was \$2,000 under budget.

3. Star Tracker Refurbishment: MacPherson said the CRA's lighting consultant held a demonstration at the end of April, however the lights were not bright enough. The consultant is expected to return with some alternatives, which are more visible and energy efficient.

D. Marketing Committee

1. Half Off Hollywood: Strecker reported that there was a successful kick-off press conference for the Half-Off Hollywood program at the beginning of May. The local ABC news affiliate aired a clip from the press conference, which Councilmember LaBonge had attended and unveiled the "Half Off Hollywood Boulevard" street sign.

2. Hollywood Visitors Guide: Strecker said he has started to prepare the packets he will be sending out to potential advertisers for the 2012 Map & Guide, but he has already sold the cover to Madame Tussaud's and has had interest from several other advertisers.

VI. Old Business

There was no old business to report.

VII. New Business

A. Bylaw amendment for condo owner representation: Morrison said she had recently had a discussion with Smith and Yamada regarding the policy for including condominium owners on the Board. The bylaws currently define a condominium representative as: "the president of a condominium association who owns one or more parcels of real property...and who is a full-time resident of one such parcel."

Morrison is recommending loosening the restriction to allow condo owners, not exclusively association presidents, who have a vested interest in one or more properties, to serve as representative on the Board.

It was moved by Chris Bonbright, seconded by Jan Martin, to adopt a new policy to amend restrictions placed on eligible condo property owners to serve on the Board of Directors. The motion carried with one abstention (Tronson).

B. Slip-and-fall case on Orange Drive: MacPherson reported that she met with the claims adjuster regarding a slip-and-fall incident on the east side of Orange Drive, south of Hollywood Boulevard, where a female had tripped on a tree well. The adjuster felt that the POA may be released from the suit because the tree and tree-well were not installed by the BID.

VII. Executive Director's Report

Morrison encouraged the Board to attend the Heroes of Hollywood luncheon, where Smith is being honored on June 3rd at the Taglyan Complex.

X. Next Meeting:

The next meeting was scheduled for May 19, 2011.

XII. Adjourn

The meeting was adjourned at approximately 5:45 p.m.